



« L'ORÉAL KIDS » CONTEST FROM L'ORÉAL PARIS CANADA

OFFICIAL RULES

1. The L'Oréal Paris Canada « L'Oréal Kids » contest is sponsored by L'Oréal Canada Inc. (hereinafter ("Contest Sponsor")). The contest is open in all of Canada and starts on May 30, 2011 and closes on June 27, 2011 at 12:00pm (ET).

Eligibility

2. The contest is open to residents of Canada who have reached the age of majority in their province or territory of residence. Employees, representatives and agents of Contest Sponsor, its respective advertising and promotional agencies, affiliated and related companies, and members of the immediate family (parents, children, siblings and spouse, regardless of where they live) and household of such employees are not eligible.

How to Enter

NO PURCHASE NECESSARY

3. You may enter the contest by one of the following options;

4. Visit the contest website at www.facebook.com/lorealpariscanada and click on the contest tab. An electronic entry form will appear on the screen. Fill out the entry form, while making sure that all the mandatory fields are filled out. Once filled, click the « Enter » button, no later than June 27, 2011.

5. LIMIT OF ONE (1) ENTRY BY PERSON OR BY E-MAIL. MULTIPLE ENTRIES FROM SAME PERSON OR ADDRESS OR E-MAIL SPONSORS WILL VOID ALL ENTRIES.

6. By entering, all Entries become the property of Contest Sponsor and will not be acknowledged or returned.

7. BY SUBMITTING AN ENTRY, YOU AGREE THAT YOUR ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE SPONSOR WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY AND THE SPONSOR SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.



Prizes

GRAND PRIZE(S)

8. There are 4 Grand Prizes each consisting of a giftbasket with a selection of L'Oréal Kids and *Disney/Pixar Cars* merchandise, each worth at least \$1000 CAD. In the last week of the contest, an additional bonus prize worth approximately \$150 will be awarded

SECONDARY PRIZE(S)

9. There are three (3) secondary prizes of four (4) pre-screening tickets for the film *Cars 2*. Pre-screenings will take place on June 22nd, 2011 in seven (7) cities, namely Toronto, Ottawa, Montreal, Vancouver, Calgary, Winnipeg and Edmonton. The total approximate retail value of each secondary prize is \$40.

Selection of Winners

10. Each week, beginning on or about Monday, June 6, 2011 and ending on Monday, June 27, 2011, a random draw will be conducted for the prizes from all eligible entries received. Secondary prize winners will be drawn from Week 1 entrants only, on or about June 6, 2011.

Prize Claim

11. In order to be declared a winner and be able to claim a prize, each person which will have its name drawn randomly will have to:

- a) be reached by telephone or e-mail by the Contest Sponsor within five (5) days following draw;
- b) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered by phone or e-mail.
- c) fill out and sign a Declaration & Release Form and return it to Contest Sponsor, to the specified address, within ten (10) days following receipt of the document.

12. In the event that any one of the conditions mentioned herein is not respected, the selected participant's entry will be void and a new draw will be conducted following the official contest rules until a new winner is selected.

13. Upon reception of the Declaration & Release Form duly filled and signed by chosen participant, Contest Sponsor will either directly send the prize to the address provided on form or, Contest Sponsor will mail instructions to chosen participant with instructions on how to claim prize.

In the case of a direct delivery to winner's address, a 4 to 6 week delay following reception of the Declaration & Release Form applies.



Chances of winning

GRAND PRIZE

14. The chances of winning depend on the total number of contest participants.

General Terms and Conditions

15. All information provided by participant must be complete and accurate. Contest Sponsor will not be held responsible for any and all telephone problems, unclear voice mail messages, a late / incomplete / erroneously sent prize claim. For any and all incomplete, distorted, late and reproduced entry ballot, which will be annulled and will void eligibility for prize claim.

16. Contest Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest and to ban the individual from any future contest of the Contest Sponsor that it finds or believes to be tampering with the entry process or the operation of the Contest or Contest Website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person

17. **WARNING:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW

18. Prize must be accepted as awarded. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT BY SPONSOR IN ITS SOLE DISCRETION. SPONSOR RESERVES THE RIGHT TO SUBSTITUTE ANY PRIZE WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE, IF A PRIZE CANNOT BE AWARDED AS DESCRIBED FOR ANY REASON. PRIZES ARE NON-TRANSFERABLE AND ARE NOT REDEEMABLE FOR CASH OR CREDIT, IN WHOLE OR IN PART.

19. Entrants agree to abide by the terms of these Official Rules and by all decisions of the Contest Sponsor, which are final in all matters pertaining to the Contest. Contest is subject to all applicable laws. By entering, participants release and hold harmless Contest Sponsor, its affiliated and related companies and advertising, promotion agencies and all of its respective directors, officers, shareholders, employees, agents, successors and assigns from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any prize won. Winners will be required to sign and return, within the time period indicated on the documents, a Declaration of Compliance with Contest Rules and a full Liability and Publicity Release and/or any other document.

20. By entering, you consent to Contest Sponsor's use, should you become a winner, of your name, place of residence and photograph or other likeness, and your testimony without further



compensation or notice, for publicity, advertising or informational purposes in any media or format (including the Internet) in connection with the products, this Contest, or future similar contests. By entering, you declare that you have complied with the Contest Rules.

21. All entries become the property of Contest Sponsor and will not be returned to entrants. Contest Sponsor will only communicate with contest winners. If a selected entrant's entry is an Internet entry, the selected entrant may be required to provide Contest Sponsor with proof that the selected entrant is the authorized account holder of the e-mail address associated with the selected entry.

22. Each week, the winners will be announced on the Contest tab of the L'Oréal Paris Canada Facebook page on www.facebook.com/lorealpariscanada.

23. For the purpose of the present contest, the participant is considered to be the person whose coordinates appear on the contest entry form or ballot. It is this person whom will be asked to answer the mathematical skill-testing question. It is also the person to whom the prize will be awarded if all contest conditions are met. Contest Sponsor reserves the right to request a piece of i.d. prior to prize remittance.

Limitations of Liability

24. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Sponsor and not to Facebook. The information you provide will only be used as stated in the Contest Rules. Facebook is completely released of all liability by each Entrant (and, if the entrant is at least 18 but under the age of majority in his/her province/state/territory of residence, his/her parent or legal guardian) for this Contest. Any questions, comments or complaints regarding the Contest must be directed to Sponsor or the Contest Administrator.

25. Without limiting the release mentioned above, and for greater certainty, the Contest Sponsor will not be liable for: a) any incorrect or inaccurate information, whether caused by Contest Website users or by any equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of entries in the Contest; b) any error, omission, interruption, deletion, defect or delay in operation of the contest website or any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of e-mail which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; or e) any injury or damage to participants' or to any other person's computer related to or resulting from participating or downloading materials in this Contest. If the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Contest Sponsor which corrupt or affect the administration, security or proper conduct of this Contest, Contest Sponsor reserves the right at its sole discretion to, without advance notice, terminate or suspend the Contest, in whole or in part, or



modify it in any way, subject to the approval of the Régie des alcools, des courses et des jeux in respect of residents of Quebec

26. By participating or attempting to participate in the present contest, all individuals release to the Contest Sponsor, its advertising and promotional agencies, its employees, agents and representatives from any damage that could be incurred due to its participation or attempted participation in the contest.

Quebec Residents:

27. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purposes of helping the parties reach a settlement.

28. The masculine gender is used in no discriminatory fashion, simply to facilitate composition.

Privacy

29. The Contest Sponsor is collecting personal data about entrants for the sole purpose of administering this Contest. No further informational or marketing communications will be received by the entrant unless the entrant provides the Contest Sponsor with explicit permission to do so as indicated on the entry form where it asks the user if they would like to receive additional communication from the Contest Sponsor. Please see our Privacy Policy at <http://www.lorealparis.ca/privacy-policy.aspx>. You agree that Sponsor may disclose your personal information with our contractors in connection with specific services to be carried out related to the Contest or the operation of our business. The contractors are required to keep your personal information secure and confidential and must respect our privacy policy. Their use of your personal information is always restricted to the services to be carried out for us and to no other purpose than what is necessary to fulfill their contract. Rest assured that they categorically cannot share, sell, rent, or otherwise give your personal information to anyone and must keep it confidential, unless required by law.